

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

Minutes

**Thursday, February 19, 2015
Los Angeles Contemporary Exhibitions (LACE)
6522 Hollywood Boulevard**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
John Tronson, Vice President, Tronson Investment Group
Leslie Blumberg, The Fonda
Joseph D'Amore, CRC Entertainment Inc.
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
John Lyons, Avalon Hollywood/Bardot
Frank Stephan, Clarett West Development
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

Absent

Darcy Derler-Judd, Robertson Properties Group
Mark Echeverria, Musso & Frank Grill
Brian Johnson, Loews Hollywood Hotel
Jan Martin, Secretary, AMDA
Drew Planting, Treasurer, GPI
Mark Stephenson, Hollywood United Methodist Church

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Devin Strecker
Ginnie Gallo

Guests

Dawn Gahn– AmericCorps
Dave Gajda – Property Owner
Sarah Russin – Executive Director of LACE
Bill Farrar – Andrews International
Steve Seyler – Andrews International

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:20 p.m.

II. OPEN FORUM

Sarah Russin, LACE Executive Director, introduced herself to the Board and welcomed the February monthly Board meeting to her facility.

Matthew Severson, HPOA Operations Coordinator, introduced himself to the Board and spoke about his previous positions.

III. APPROVAL OF MINUTES

- A. Approval of the January minutes were deferred to February.

IV. TREASURER'S REPORT – Kerry Morrison

- A. Morrison shared the December 31, 2014 year end actual/projected cash flow statement. She noted that year-end cash was at \$370,863 and reminded the board that the budget for 2015 was predicated upon a cash rollover of \$200,000. The Actual assessment revenue received was \$208,000 under budget, likely owing to delayed payments of outstanding government parcel assessments. (She noted that an MTA payment of \$49,000 had arrived in January, 2015 and will show up on the January statement.) Approval of the December 31, 2015 statement was deferred until February, pending an opportunity for the Treasurer to review.
- B. Morrison shared a January 30, 2015 statement which reflected actual expenses of \$247K against budget of \$314K. Budgeted revenue of \$1.45K had not arrived yet, and will be reflected in February actuals.

It was moved by Evan Kaizer, seconded by David Green, and CARRIED to approve the January 2015 financial statement. Unanimously approved.

- C. Update of RFP for Financial Services: Yamada reported that the Finance Committee, consisting of Green, Johnson, Planting and herself are scheduled to hold a conference call on Tuesday, February 24, 2015 to discuss next steps with respect to the proposals received in response to the RFP.

V. COMMITTEE AND ACTIVITY REPORTS

- A. Ad-hoc Communications Working Groups – Devin Strecker and Joe Mariani
 - 1. Strecker presented screenshots of tweets and Instagram photos by attendees of the #HollywoodFoodies Blogger Tour, which was held on February 2, 2015. The tour featured the following new and existing businesses: Grom, Katsuya, Greenleaf, Pressed Juicery, Cleo at Redbury, and Library Bar. He had previously sent to the board links to several good blogs that resulted from the tour.

2. The “Up and Coming Hollywood Tour” has been postponed to early/mid March due to schedule conflicts. Stakeholders who have agreed to participate in this include LACE, Record Parlor, Second City, Musicians Institute, AMDA, and Hotel Café.
3. The first successful Micro-neighborhood Mixer was held Wednesday, January 14, 2015 at LACE. The next meeting will be for the Hollywood and Vine area. Eastown will host.
4. The Infographics are completed and the 5 x 7” cards have been received. Mariani presented samples to the board for their review. Mariani also reported that the infographics have been sent out to stakeholders in the BID with a cover letter from Yamada and Morrison. The staff will also be mailing a printed set of the graphics to condo owners in the BID in the coming weeks. The infographics are also available for download on the BID’s website, www.onlyinHollywood.org under the “Data and Trends” section.
5. Music/Cultural Festival: The next meeting is scheduled for Wednesday, February 25, 2015 at 1:00 p.m. in the BID office.

B. Security – Kerry Morrison/John Tronson

1. Night-time issues in Hollywood: Tronson reported gang issues continue to surface at night in Hollywood; the nightclub scene is an attraction. Last month there was a gang-related murder. Second City reported that they were concerned for their students, leaving late-night classes, accosted by gang members. It was reported that a Midnight Walk has been scheduled for March 14, 2015 from 12:00 midnight to 3:00 a.m. to see, first hand, Hollywood at night. BID Board members and Chamber members are encouraged to participate.
2. Homelessness: Morrison shared a presentation documenting that homelessness has increased in the BID and in Hollywood, and presented some theories as to why this may be the case. She presented maps showing the BID homeless counts (counted by BID patrol last day of the month in early morning hours) in January 2014 and January 2015. In one year, the HED count increased from 75 to 119. The numbers are even larger in the Sunset BID – 80 to 130.
3. Ad-hoc Public Safety Camera Group: Mariani and Tronson were able to view the new LAPD cameras, which are now up and running. These cameras have high resolution and have a 30-day backup. Mariani is looking into the costs of the BID adding additional cameras per the LAPD request. He will have numbers for the March Board meeting. John Lyons also volunteered to put the BID in touch with a camera vendor he is working with.

C. Streetscape and Planning

1. Mobility Summit: The summit was held on February 11, 2015 at the Montalbán Theatre, with nearly 100 attending. Seleta Reynolds, head of DOT, presented, as well as the CORO Fellows. As a follow-up, three (3) tours are being scheduled: 1) Pasadena, 2) Highland Park and Downtown LA, and 3) Santa Monica. Board members are encouraged to participate.
2. David Gajda, the EaCa Alley Association, requested Board assistance to support their request for city approval of a revocable permit to gate the alley between Cosmo and Cahuenga from 2:00 to 8:00 a.m. The cost of the gate would be approximately \$30,000, which a property owner offered to pay. Drug use is up in the area and needles were found in the alley. When asked if all the neighbors supported the gate proposal, Gajda said he is securing letters from all the owners and there will be none opposing.

It was moved by John Tronson, seconded by John Lyons, and CARRIED to approve a letter of support for the EaCa Alley Association's request for a revocable permit to gate the Cahuenga alley. Unanimously approved.

VI. New Business

- A. Promise Zone Outreach: Mariani advised the Board that the Youth Policy Institute (YPI) in partnership with the Mayor's Economic Development office, are overseeing the Promise Zone. In an effort to better understand the Promise Zone, and other related programs in the area, Mariani has been attending meetings hosted by YPI. Presently there are three programs that directly impact parts of the BIDs. These programs are the Promise Zone, the Choice Neighborhood area, and the Byrne Criminal Justice Innovation Program. Mariani said he has asked YPI to continue to keep the HPOA staff informed on the three project areas as they relate to the BID. Mariani will continue to update the board as new information becomes available.
- B. Potential Office Relocation: Morrison reported that the BID's office lease expires in June, 2015. It is possible that the rent will be raised to a level that exceeds the budget approved last November. The landlord is looking at options, including relocating the office to a smaller footprint, or to the rear of the building. Morrison said this might be an opportune time to look at a potential relocation of the BID office to a storefront location in the mid-BID section. She encouraged board members to be on the lookout for potential sites.

VII. Staff Report - Morrison

- A. Review Change Order between CHC and HPOA: Morrison distributed a copy of the change order between CHC and HPOA. It extends the management agreement for another year. The Sunset Board approved at their meeting last week. No changes have

been made other than the dates; the amount paid by CHC to HPOA remains the same. She noted that this arrangement allows for 24% of the staff's time to be devoted to CHC and 76% to HPOA. BID office's time will be directed to CHC while the balance to HPOA.

It was moved by John Tronson, seconded by Joseph D'Amore, and CARRIED to approve the 2015 Change Order between CHC and HPOA. Unanimously approved.

- B. Status Update - Public Records Requests: Morrison reported that they have begun to work on responding to the eight requests that were made in early January. In addition, a ninth request arrived about a week ago.
- C. Hollywood Gateway East Outreach: Morrison thanked Alyssa Van Breene for offering to reach out to the stakeholders of Hollywood Gateway East.
- D. Tour Bus Parking: Morrison reported that a pilot project for summer 2015 is being planned by the City Council Office to take all tour busses off Hollywood Blvd., and stage them on Hawthorn. Vehicle parking will be removed between Sycamore and Highland to allow the tour busses to load and unload. More details will follow.

X. Next Meeting: The next meeting will be held March 19, 2015

XI. Adjournment: The meeting was adjourned at 6:05 p.m.